



BALBOA VILLAGE

DESIGN GUIDELINES UPDATE
DRAFT



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BALBOA VILLAGE DESIGN GUIDELINES



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1 INTRODUCTION

1.1 Purpose

The Balboa Design Guidelines address physical improvements to private property, which will enhance the existing Village character. The intent of these guidelines is to recognize that Balboa's form and character has evolved over the past 90 years, has many positive attributes, and that improvements to existing buildings and new construction can enhance Village appearance by respecting Balboa's eclectic mix of styles and character.

The Design Guidelines are provided to ensure that private sector actions are carried out in a coordinated manner, which is directed toward retaining Village scale and character and upgrading facade appearance. Whether the renovation is to incorporate landscaping into a facade, conduct maintenance such as exterior painting, or to carry out a full face-lift, these efforts should be implemented in accordance with the guidelines. The end result should provide improvements, which are compatible in scale, size and appearance with Village character, are attractive and functional, are respectful of Balboa's past, and employ creative design solutions.

The purpose of this Design Guidelines document is to guide future development located within the Balboa Village. The guidelines have been written to make it easy for a property owner, architect, developer, City staff member, and decision-maker to use, and they are intended to provide clear direction for new construction and projects with significant additions. With the exception of the Architectural Character section, illustrations that accompany the rules and guidelines are intended to depict concepts related to building elements and site design rather than a specific architectural theme or style.



Balboa Village welcome sign

1.2 Applicability

The guidelines are applicable to all building improvements within Balboa Village. They will be considered in the permit review and approval process to encourage high quality design and creativity. The guidelines should be employed as a basis for the creative design process, involving the applicant and City staff in a dialogue to achieve appropriate design solutions. The guidelines are not quantitative standards, and therefore allow for some flexibility.

The following types of improvements are exempt from the Balboa Design Guidelines:

- Individual Single-Unit and Two-Unit Residential duplexes
- Maintenance Activities, which do not alter exterior appearances
- Underground Construction, which does not alter above grade appearances
- Interior Improvements, which do not alter exterior appearances

The guidelines included within this document are intended to supplement the development standards/zoning requirements contained in the City of Newport Municipal Code. Development standards are mandatory regulations that must be satisfied by all development to which the standards apply. In addition to the standards, future development is also informed by the Balboa Design Guidelines, which are not mandatory requirements, but provide a defined framework of the design principles that supplement the zoning development standards. The guidelines provide direction on the more qualitative aspects of a development project and may be interpreted with some flexibility. The guidelines are utilized during the City's development review process

to encourage the highest level of design quality, while at the same time providing the flexibility necessary to encourage creativity on the part of project designers. Some guidelines may not be appropriate in every circumstance, and therefore should not be interpreted to be "always beneficial." Project proponents are encouraged to articulate their reasons or objectives, in not meeting encouraged guidelines contained herein, and are welcome to propose alternatives that meet the intent of an encouraged design guideline. All projects are evaluated on their adherence to the development standards and the degree to which substantial compliance with the intent of the Balboa Design Guidelines is demonstrated, leading to a recommendation of project approval or denial.



Balance of historic and contemporary materials

1.3 Balboa Village Context

Balboa Village, between bay and beach on the Balboa Peninsula, is a small-town, commercial district in Newport Beach. In recognition of this setting, Balboa's architectural heritage evolved to reflect seaside themes. Most prominent are the Balboa Pavilion and Balboa Inn, both on the National Register of Historic Places, which anchor the bay and beach ends of Main Street. The pavilion has Victorian detailing in its ornate cupola and wood details, and has over time become an icon for Balboa. The Inn is Spanish Colonial Revival, with tile roof, towers, arched arcades, and masonry details. In between, individual buildings reflect an eclectic mix of architectural styles (Art Deco, Balboa Beach Cottage, Main Street Commercial), some more successfully than others. The existing ground plan (Figure 1) of Balboa Village combines many of the elements found in traditional Villages: narrow streets, small blocks, small lots with narrow frontages, building walls lining the sidewalk which define street space, open shop fronts, a mix of commercial and residential uses, a Village green (Peninsula Park), and a tree-lined Main Street. Add to this, elements that are unique to Balboa, such as the Bayfront Promenade (Edgewater) lined with boats, docks and the Balboa Fun Zone®, oceanfront boardwalk (Oceanfront Walk), and Balboa Pier, another of the Village's historic landmarks, and you have a truly unique and special place.

Village framework and character is more than a collection of buildings. Equally important, are the activities that bring life to the Village. While the mix of activities has evolved since the heyday of gambling, dancing and rum-running in the 1920s, fun at the beach and bay for families is still a central theme. It is important to recognize Balboa Village as a commercial-recreation center within the residential neighborhoods of Balboa Peninsula. That means the Village is surrounded by residences at each end, and in much of the second floor space throughout the Village.



Fun Zone c. 1947 (image from www.newportbeachca.gov)

The activity structure relates to bay and beach activities, entertainment, and services for residents and visitors. Because of bay access, maritime-related activities line edgewater along the bayfront. Sports fishing, boat rentals, tour boats, and excursion boats offer residents and visitors a host of maritime recreation activities. A midway character complements the bayfront mix with a fun zone, offering such traditional activities as SkeeBall and a Ferris wheel, to more contemporary, computer-electronic games. Restaurants and food and beverage stands are interspersed all along the bayfront. The oceanfront provides pedestrian and bicycle access to the beach and is the focus for beach activities. This includes Peninsula Park for informal play, picnicking, bandstand concerts and special events; residences; hotel; restaurants; parking; and historic Balboa Pier for strolling, fishing, and dining. In between the ocean and bay, are the shopping streets of the Village, including Balboa Boulevard, Main Street, and Palm Street. There is a balance of shops, restaurants, and galleries that provide an interesting window shopping experience, goods and services for local residents, and above all, provides a social gathering place, which is inviting, comfortable, and attractive.

FIGURE 1 - Balboa Village Commercial District





Example of Balboa's eclectic mix of architectural styles and character

1.4 Overarching Goals and Design Principles

Design principles are more often expressed through good examples rather than through the blunt instrument of inflexible rules and regulations. Attempts to achieve good design through regulation can become constraints rather than incentives. At the same time, however, certain basic design principles are necessary to establish a common framework for compatibility of new construction and refurbishment of existing buildings. The following design principles offer a common framework to achieve compatibility and should be adhered to.

Principle 1

Maintain and enhance the existing Balboa Village Character, defined by such features as:

- A. Immediate access to beach and bay
- B. An overall small-scale, compact Village form, composed of irregular blocks within a grid of local streets and alleys
- C. One, two, and three-story building scale
- D. A handful of landmark buildings, which offer exceptional examples of Mediterranean, Spanish, and Victorian styles
- E. Views to ocean, bay, and distant mountains
- F. Pedestrian scale
- G. Mix of residential, retail, entertainment, and beach and bay activities
- H. Architectural details such as varied roof shapes and towers, tile wainscots on storefronts, display windows with awnings and canopies, and recessed entries

Principle 2

Village Green. The primary open space in Balboa Village is Peninsula Park, a meeting place and stage for culture and recreation. Buildings, which frame the green, should contribute to its ambiance with animated building frontages, which engage pedestrians.

Principle 3

Human Scale. Most buildings are one to three stories, and are no wider than a large house. The presence of many residences within the Village plays a significant role in achieving human scale.

Principle 4

Quality Architecture. Although buildings represent a very wide range of styles, they should strive to be well-crafted in their style and detail.

Principle 5

No Incompatible Architecture. Buildings of different styles can harmonize due to similarities in scale, roof shapes, rhythm of openings, color, and materials. Incongruous elements such as bright, loud colors; jarring roof shapes; and blank walls can be eliminated through thoughtful renovation.

Principle 6

Inviting Streetfronts. Streets lined with attractive display windows, which open the facade to view, create pedestrian scale and interest.

Principle 7

Landscape. The presence of plantings integrated with retail facades is an important step toward streetscape beautification. The recurrence of landscape on a number of facades will promote Village character. Landscape elements include window boxes, sidewalk planters, decorative lattices and vines, and second-floor window boxes and balcony planting.

Principle 8

Landmarks and Context Buildings. New buildings and facade renovations should respect the architectural character and the visual importance of landmark and context buildings.

Principle 9

Views. Recognition of this setting is vital to expressing the essence of Balboa Village. Preserving public views toward beach and bay, providing outdoor dining overlooking bay, and providing upper level balconies overlooking beach and bay are ways to recognize the setting.

Principle 10

Special Features. In this category, are cupolas, towers, bandstands, and fountains. These features should be established as important visual elements of Village streetscape, where consistent with the design principles.

Principle 11

Sense of Enclosure. Street space should be well-defined by buildings and trees lining the streets. Gaps in the streetscape, such as parking lots, should be defined at the edge of the sidewalk with trellises, fences, or landscaping. The small blocks, narrow streets, and narrow lot pattern furthers the sense of enclosure.

Principle 12

Mixed-Use. The traditional pattern of ground floor retail with second floor residences or offices should be encouraged. This pattern occurs throughout Village blocks with frontages on Balboa Boulevard, Main Street, and Palm Street.



Special features such as cupolas should be used at the terminus of view corridors.

2 BUILDING FORM AND PLACEMENT DESIGN GUIDELINES

2.1 On-Site Parking

Historically, parking was not provided on-site because of the small size of parcels and close access to the Red Car Rail Service. Through lot consolidation, some of the larger commercial uses dedicated a side or rear lot to parking. The general pattern today, however, is that parking is generally not provided on the lot, which has allowed the historic main street character of a Village to evolve, where continuous storefronts are rarely interrupted by parking lots. The following on-site design guidelines should be adhered too when developing the site design.

- A. On-site parking should be provided at the rear of a lot, so the street wall is not interrupted and the historic pattern of limited visibility to parking is respected.
- B. Efforts should be made to screen parking located adjacent to the street away from public view by using a combination of landscape planters, walls and trellises to visually continue a “green wall” fronting the street.
- C. Curb cuts for parking lot access should be relocated to existing alley curb cuts or other places where sidewalks and parkway planting will not be interrupted.



Example of subterranean parking with residential above



Example of a parking garage with screening



Example of parking area that has been screened with a landscape planter

2.2 Site Landscaping

Site landscaping includes plants, hardscape elements, and planters that are part of the street wall. Village vernacular usually includes a variety of means such as window boxes attached to the facade at the ground level and upper floors, wall vines, decorative lattices and ceramic planters. Storefronts should be designed to engage the street and enhance the pedestrian environment. Where landscaping is provided, the following guidelines should be adhered to.

- A. Large blank walls should be avoided, however sidewalk vine pockets with wall lattices and colorful vines should be incorporated where the condition is unavoidable.
- B. All plantings should be properly maintained in a healthy and attractive condition. The use of automatic irrigation systems is strongly encouraged.
- C. For buildings where planting accents are provided, materials should be consistent and complementary to the entire building frontage.



Window boxes with attractive flowers create an engaging facade.

2.3 Building Form and Design

The following design concepts are applicable to Balboa Village buildings.

Proportion

Proportion is the size relationship of building elements to each other, such as width to height, window size to facade, or awning size and shape to building front. Two-story buildings emphasize vertical proportion, while one-stories are more horizontal.

Scale

Scale is the apparent size of a building, with respect to nearby buildings and to the human body. Facades, which are divided by windows and doors, break up the apparent scale as opposed to a blank building front. Awnings and canopies over the sidewalk create “pedestrian” scale by their shelter and sense of enclosure. Compatible scale between adjacent buildings is achieved by similar facade divisions and height.

Massing

Massing is the arrangement of building volumes. Most Balboa buildings have simple, rectangular shapes.

Rhythm

Rhythm refers to the repetition of facade elements, such as columns, windows, doors, and awnings. A regular spacing of elements produces a regular rhythm. Rhythm can also be achieved in building groupings, such as several two-story structures adjacent to each other with similar-size windows and spacing. Most two-story buildings in Balboa demonstrate regular rhythm in the spacing, if windows.

Composition

Composition is the organization of building facade elements. Storefronts composed with a wainscot picture window and transom windows above, illustrate a three-part facade composition.

Compatibility

Compatibility is the relationship between buildings and their parts, and can be achieved through “family resemblances” and the use of similar materials, colors, and details. A mansard roof placed in the middle of a group of high parapet facades is jarring to the appearance. A grouping of two- and three-story facades with similar floor and window lines would achieve compatibility.

Building Form Guidelines

The following guidelines should be adhered to when designing a new building, addition, or remodel.

- A. Human or pedestrian scale should be maintained in Balboa by incorporating ornamentation, canopies, awnings, doors and window openings, and other elements.
- B. Storefronts should be balanced with symmetrical proportions.
- C. Visual harmony and compatibility between buildings is encouraged; however, buildings should maintain individual character and complement, not replicate each other.
- D. Second-floor additions should relate to the architectural rhythms and patterns established on the ground floor.
- E. Varying setbacks on upper floors to accommodate balconies or other architectural treatments is encouraged.



Pedestrian scale is created through the use of awnings and storefronts.



Facade with a sense of openness



Visual harmony and compatibility between buildings is encouraged; however, buildings should maintain individual character.

- F. Blank walls on visible facades should include windows, displays, trellises, arcades, changes in materials, or other features to add wall articulation.
- G. All sides of a building should be treated with variation in massing and articulation such as changes in materials, building pop-outs, columns, and/or recessed areas that create a sense of depth on the wall surface.
- H. Building within the Village should be designed so as to maintain a difference between landmark buildings and nearby structures, so that the visual dominance of the landmark is maintained.



Building sides should include recessed areas to create a sense of depth on the wall surface.

2.4 Roofs and Mechanical Screens

Roof forms generally impart a strong visual character to a building and often define its style. Residential buildings, which are located throughout the Village, commonly have front gable and hip roofs. Commercial buildings are generally flat with a high parapet front, or a short projecting shed roof along the facade. Both the Pavilion and Balboa Inn have unique roof shapes expressive of their styles. New development within the Village should adhere to the following guidelines.

- A. In residential areas of the Village, gable and hip roofs should be retained and other roof shapes are discouraged.
- B. Non-traditional roof forms, such as mansard or other atypical shapes, are strongly discouraged. Existing mansard roof forms should be replaced during a project remodel, where feasible, to provide better compatibility with Village roof forms, materials, and color.
- C. Parapets should not appear “tacked on” and should convey a sense of permanence by extending side walls with a depth adequate to appear as a true building form, not a short wing wall.
- D. Parapets should have sufficient articulation of detail, such as precast treatments; continuous banding; or projecting cornices, lintels, caps, corner details; or variety in pitch (sculpted).
- E. Consider roof towers or other iconic building forms at prominent intersections on Palm and Main Streets.

2.5 Storefronts and Window Displays

The term “facade” refers to the front elevation of the building. This public face is typically more embellished than other elevations.

Where commercial buildings are two stories, the upper floor is typically residential or office with regularly-spaced window openings, sometimes embellished with framing details and planter boxes.

The ground floor typically is comprised of a storefront composed of display windows and sometimes topped by transom windows. Multi-paned windows further divide the scale of the facade as opposed to large single panes of plate glass. The panels below the display windows are termed bulkheads and kick plates, and are often concealed with stone veneer or ceramic tile. Storefronts should be designed to adhere to the following guidelines.

- A. Storefronts should reflect traditional parts, including bulk head, rectangular display windows, vertical piers, transom windows, horizontal wall space for primary signage, and a parapet or second floor with regularly-spaced windows. Arched or rounded display windows may be appropriate for particular architectural styles, such as Art Deco.
- B. Storefronts should be located in the plane of the front facade, with no major projections or angled walls. Entrances may be recessed and planter boxes are encouraged as integral parts of the storefront windows.
- C. The majority of the ground-floor storefront area should be transparent. Entrance doors with transoms and sidelights are appropriate and enhance facade transparency.
- D. Storefronts should be attractive, pedestrian-oriented, and engaging.
- E. Corner buildings should have storefronts or windows on each side of the corner.
- F. Open-wall/movable window-wall facade features are encouraged for restaurants that provide outdoor dining or a connection to a public street.



Horizontal wall for primary signage

Transom Windows

Display Window

Vertical Piers

Entry Door

Bulkhead

Storefronts should include traditional elements such as a bulk head, rectangular display windows, and transom windows.

2.6 Canopies and Awnings

A fixed canopy is a common element of a storefront and is located to provide shade, visual interest, and shelter over entrances and windows. A canopy is a roof-like cover, supported from the ground floor or from the floor or walls of a structure. They generally run the length of the facade, with an average clear height of eight to ten feet to the underside of the soffit.

Awnings are an alternative to canopies, in providing shade and shelter. However, their application to the facade is quite different. Typically, awnings are an ornamental, roof-like cover that is attached to the side or wall of a structure, and placed above a window or entry. A variety of shapes are common, including traditional, domed, shed, and retractable. A single facade should contain a unified shape and color selection.

The following guidelines should be adhered to when selecting and applying canopies and awnings.

- A. Use of canopies or awnings is encouraged to provide shade and shelter for pedestrians.
- B. For buildings with multiple storefronts, the same shape and color awning should be installed over repetitive storefront windows.
- C. Simple shed shaped awnings with a 4:12 pitch or greater, with closed ends, and a straight valance are preferred. Dome-shaped awnings are not recommended unless they are compatible with the building style or shape of display windows.
- D. For facade continuity on a building, awnings should be mounted at a consistent height and depth.
- E. Awnings should be architecturally compatible with the structure they are affixed to.



Awning that reflects the architectural character of the building



For buildings with multiple storefronts, the same shape and color awning should be installed over repetitive storefront windows.

3 ARCHITECTURAL CHARACTER DESIGN GUIDELINES

3.1 Architectural Styles

Building appearance contributes to the character of Balboa Village. Many of the structures are vernacular in style, created by local builders using materials and forms common to the period and place. The value of vernacular buildings is generally inherent in groupings, rather than individual buildings that present visually pleasing and coherent street scenes that define Village spaces. Balboa is fortunate to have several buildings, which are exemplary of a particular style, and illustrate appropriate scale and architectural richness. These buildings include Balboa Pavilion, Balboa Inn, Balboa Saloon, Washington Street Cottage, Old Hardware Store (Main and Balboa), Newport Landing Restaurant, and Balboa Theater.



Balboa Pavilion



Balboa Inn



Balboa Saloon



Newport Landing Restaurant building



Balboa Theater

Balboa's character is not based on a particular architectural style, but more it is the combination of physical setting; mix of beach, bay and Village activities; residences; and eclectic collection of buildings.

The following is a brief discussion of existing architectural styles that have to-date, dominated the built environment. These styles should be considered and utilized in future additions and new construction.

Balboa Beach Cottage. This style was common in the 1920s and later. It is characterized by wood siding, both shiplap and board and batten, and gable roofs with overhanging eaves. Ground floor elements include brick or stone bulkheads, large windows or storefronts, and awnings or roof projects that provide lower massing and pedestrian scale. Gable roofs define the second story along with grouped smaller windows and dormer elements.



Balboa Fun Zone Complex



Corner of Balboa and Washington building represents an uncharacteristic addition



Example of wood siding on a Balboa Beach Cottage



Balboa Boulevard example of two-part commercial

Two-Part Commercial Blocks. These buildings were prevalent from the 1850s to 1950s, and are the context for Main Street architecture. The ground floor provides retail space with a simple arrangement of storefront windows and entry, sometimes recessed, and a separate entry to second-floor space, typically used for an office or residence. The two-part division into distinct uses was often referred to as “shop-houses” with origins back to Roman antiquity. A high parapet or simple projecting shed roof often hides the flat roof. There is little facade ornamentation, except for the original brickwork, decorative pin caps at the line of the second floor and roof, and window details. A sizeable wall area above shop windows provides space for advertising and makes the facade appear larger.



Main Street example of two-part commercial



Example of Art Deco building located at Balboa and Palm

Art Deco. These buildings were typically constructed in the 1930s and later. They feature smooth stucco wall surfaces, linear and curvilinear decoration, and stream-line modern appearance. Strip windows are typical and sidewalk canopies or eyebrows are usually curvilinear. Massing is often low slung, horizontal in form, with accents on vertical elements. Towers and other vertical elements often project above the flat roof line. A good example is Maverick's Gastropub at the corner of Balboa Boulevard and Palm Street.



Main Street Deco building



Balboa Deco building

Spanish Colonial Revival.

This style represents Spanish colonial influence in Central and South America. Early colonizers aimed at providing a structure that would be imposing and dominating as compared to the surrounding buildings or countryside. In order for that to be achievable, Spanish Colonial Revival buildings were located at prominent locations such as the center of a town square or at the end of a view terminus. These structures are sometime marked by the contrast between simple, solid construction and baroque style ornamentation.

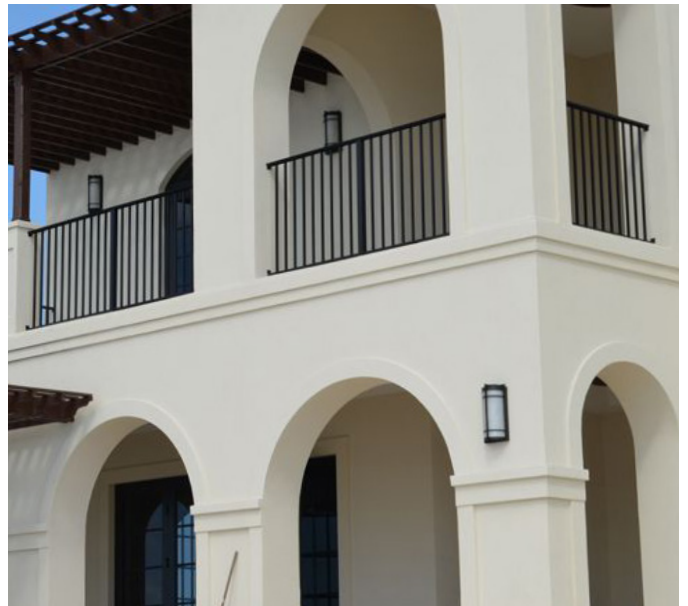
Other prominent characteristics include protruding window boxes and plaster bands at the windowsill line and as part of the column base, arched storefront window openings, towers with tile-topped cupola, wrought iron railings, heavy plaster walls with simple surfaces, tile roofs, and deeply recessed windows. The Balboa Inn and Balboa Theater are examples of this style.



The Balboa Inn is an example of Spanish Colonial Revival architecture



The Balboa Theater includes both simple facade elements with accents of detailed ornamentation



Example of Spanish Colonial Revival details

3.2 Architectural Detailing

Ornamentation on most Balboa Village buildings is quite simple. It includes cornice line details, material texture, decorative railings, unique window shapes, and cast column capitols. The following guidelines should be adhered to and used to strengthen the architectural character established within the Village.

- A. The shape, color, and texture of details should be representative of those used traditionally as part of the desired architectural style.
- B. Ornaments should not be added that are not authentic or that detract from the building's character.
- C. Original details of the building should be uncovered or replaced with a compatible substitute.
- D. Ornament should be employed to enrich architectural character. Appropriate areas for ornamentation include: the parapet/roof interface, structural supports, and corner, door and window trims.
- E. Refer to the Facade Improvement Design Guidelines in Section 5 of this document for additional direction.



Original details of a building should be uncovered or replaced with a compatible substitute

3.3 Color and Materials

The color of a storefront and/or building establishes a mood and feeling about the district. It reinforces individuality of the building and its relationship to the block and Village. In Balboa Village, there is no thematic color scheme, just as there is no thematic architecture. When selecting color and materials for buildings within the Village, the following guidelines should be adhered to.

- A. A maximum of five colors should be considered for base, walls, trim, roof, and architectural details.
- B. Dark colors should be used for the base of a building.
- C. The body of the building should be lighter than the base and limited to one main color.
- D. Where there are canopies or awnings, the wall color above and below should be the same.
- E. Building trim should be a contrasting color, yet coordinated with the base and body colors.
- F. The roof color, where it is visible, should be coordinated with the base, wall, and trim colors.
- G. The colors of architectural details should also be coordinated with the facade scheme.



Ornamental tile, metal, stucco, and glass are appropriate materials for Balboa Village

- H. The use of bright hues/colors should be limited to accent areas and trim.
- I. High gloss paint should only be used on trim and accents.
- J. Color should not be used to subdivide the building to reflect the storefronts, unless there are architectural divisions that create the appearance of separate buildings.
- K. Side elevations should be painted consistently with the main facade.
- L. Stone, natural wood, brick, or tile surfaces should not be painted, but left in their natural state.
- M. In a remodel, original materials should be identified and retained. Repairs and replacement should match as close as possible to the original unit size, joint size, bonding pattern, and color.
- N. Brick wall surfaces, which have been painted or covered, should be returned to their original color and character. If removal of paint may cause damage to the underlying masonry, then the coating should be retained in good condition and color.
- O. Stucco repairs should be accomplished by removing damaged material and patching with new material, so that the finish matches the old in texture and strength.
- P. Materials that are not traditional to the Village should be avoided, such as aluminum or vinyl siding, fake stone or brick veneer, and materials with reflective or shiny surfaces.
- Q. Aluminum frames for display windows and doors are generally discouraged, but may be allowed if they have a dark finish and are more consistent with the new structure than framed windows and doors with a contrasting trim color.



Ornamental tile enhances this building's entrance.



Stacked brick gives this facade texture and scale.



Wood shingles and stucco are appropriate materials that work well together.

3.4 Building Lighting

The exterior lighting on buildings is an important element in establishing overall Village character. Architectural features of a building are also the subject for lighting such as tower elements and unique roof profiles outlined by lighting. Examples of this in Balboa include the Balboa Pavilion, where lights outline the double pitch roof and form the distinctive cupola.

- A. New or replacement light fixtures should be based on designs typical of the period or style.
- B. Lighting should be selected to provide ambiance, safety, and security without unnecessary spillover or glare.
- C. Accent lighting is appropriate when focused on key architectural elements.



The pop of blue color gives this building a unique, seaside look.



Example of lighting with caps to prevent light from shining upward

3.4 Sign Character

The City of Newport Beach regulates signs through its zoning code including Chapter 20.67 of the municipal code and the Newport Beach Citywide Sign Design Guidelines. Included, is an amortization program, whereby non-conforming signs are encouraged to be removed and replaced by appropriate conforming signs.

- A. Signs should be selected or designed to capture the whimsical and traditional architectural character of the Village.
- B. Where neon is proposed, it should be incorporated into custom signage.



Pole sign example with appropriate use of form and color



Customized projection sign



This corner project sign adds character to Balboa Village.



Wall sign that nicely frames the opening



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4 UTILITY DESIGN GUIDELINES

4.1 Site and Landscape Lighting

- A. Light fixtures should be selected to be architecturally compatible with the main structure.
- B. Spotlighting or glare from any site lighting should be shielded from adjacent properties and directed at a specific object or target area.
- C. Exposed bulbs should not be used. Cut-off lighting is preferred.
- D. Uplighting of building elements and trees should use the lowest wattage possible to minimize impacts to the night sky.
- E. The height of the light pole should be appropriate in scale for the building and the surrounding area.
- F. Accent lighting may be used to illuminate walkways, parking areas, entries, seating areas, and/or specimen plants and trees.



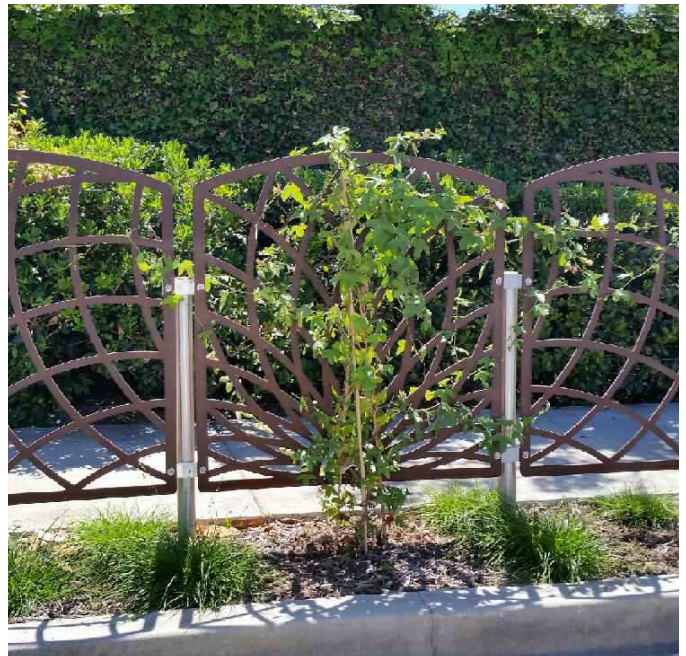
Example of ornamental site lighting

4.2 Screening

- A. Screen walls should be of similar materials and finishes as primary buildings.
- B. Planting should be used to screen or separate less desirable areas from public view, such as trash enclosures, parking areas, storage areas, loading areas, and public utilities.

4.3 Mechanical Equipment

- A. Special consideration should be given to the location and screening of mechanical equipment, such as refrigeration units and air-conditioning, and exhaust fans.
- B. All mechanical equipment on the roof or ground, including air conditioners and heaters, should be screened from public view. Mechanical screening should be architecturally compatible in color, shape, size, and material with the primary building and should be carefully integrated into the overall building design.



This landscaped screen helps to separate pedestrians from the travel lane.

4.4 Trash

- A. Trash and recycling areas should be located to the rear or sides of a building and should be screened from public view with walls, berms, or landscaping.
- B. Where possible, trash enclosures should be combined among parcels, and should be large enough to handle the refuse generated by the users.
- C. A pedestrian entrance to the trash enclosure should be provided so that the large access gates are opened less frequently.
- D. Recycling bins should be integrated into trash enclosures.
- E. Trash enclosures should be separated from adjacent parking stalls by a minimum three-foot-wide planter, with low-growing plant materials, to ensure that adequate space is available for passengers to access a vehicle in an adjacent parking space.

4.5 Service

- A. Service and loading areas for commercial uses should be located away from residential units to the furthest extent possible.



This trash enclosure mimics the architectural character of the primary building.

4.6 Alleys and Paseos

Alleys and paseos provide access to many of the properties in Village, both for garage and service access and pedestrian access. These spaces are an often overlooked resource that could, with a little imagination and care, be made into visually-pleasing spaces. Properties abutting alleyways that are to be refurbished or involve new construction, should include architectural enhancements, landscaping, and other aesthetic improvements along the alley.

- A. Incorporate decorative pavers, colored and/or scored concrete, or other decorative surface treatment within alleys, where practical.
- B. Alleys should be designed to accommodate the presence of people in both the day and night. Appropriate lighting should be provided for visibility and safety.
- C. Dead-end alleys are discouraged.
- D. Business owners should participate in keeping alleys free of trash, debris, and broken glass to the midpoint of the alley.
- E. Alleys that are primarily for vehicular access or service should be enhanced with a pedestrian zone.



This alley includes unique planter areas adjacent to the structure.



Existing alley within Balboa Village



This alley includes landscaped pots, lightings, awnings, and storefronts.



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5 FACADE IMPROVEMENT DESIGN GUIDELINES

5.1 Facade Improvement Design Guidelines

The front door is one of the most important elements of a building facade. Balboa Village storefronts favor glazed doors, which contribute to facade transparency. Multi-light doors are associated with early Main Street building styles. In new or remodeled storefronts, narrow aluminum frames are common, while older commercial buildings and residences generally retain wood frames and casings. While there are a variety of window shapes and sizes in Balboa Village, the main types are plate glass and double-hung. Residential window types include casement, awning, and sliding windows. The rhythm of window openings plays a significant role in a building's appearance. Singles, pairs, and triplets are common. In most cases, windows are taller than they are wide. Clear glass is the most common material, although there are a few examples of colored glass.

- A. Original door and window openings should not be reduced or enlarged to install stock-size units.
- B. Dropped ceilings should be set back from exterior openings to avoid cutting across the openings.
- C. Existing recessed doorways should be retained and new doors and windows should be recessed away from the outer wall surfaces.
- D. Doors to retail shops should emphasize openness by incorporating approximately 75% of the area to glass.
- E. Obscure windows should not be used on front facades.
- F. Windows with reflective coatings, aluminum frames, and diagonal pane divisions should be avoided.
- G. New storefronts in existing buildings should be compatible with the size, scale, materials, color, and proportion of the existing building.



Example of window and storefront opening rhythm



Example of a primarily glass facade on the first floor

- H. New or replaced elements, such as doors and windows, should be consistent with the proportions of the original design so that the final composition is unified.
- I. Wainscot materials for storefront walls may include brick, ceramic tile, and similar materials, which contribute to the overall character of the facade.
- J. Do not introduce “imitation” elements, such as coach lanterns, mansard overhangs, or small-paned display windows unless they can be documented as appropriate to the facade.
- K. All storefronts should reflect traditional parts, including bulk head, rectangular display windows, vertical piers, transom windows, horizontal wall space for primary signage, and parapet or second floor, with regularly-spaced windows.
- L. Wherever possible, original canopy designs should be incorporated in building improvements.
- M. Finished soffits with recessed lighting or incandescent lighting along the eave are recommended.
- N. Thin, flat-pitched canopies with gravel roofs should be avoided.
- O. The functional and decorative aspects of doors and windows should be identified and retained. Features may include custom frames, sash muntins, sills, heads, jambs, moldings, and door hardware.
- P. New or replacement doors and windows may be accurately restored using historical, pictorial, or other research. New designs should be compatible with a building’s character.
- Q. Additional openings should not be cut into the street facade, unless they are compatible with the overall building character.
- R. Ornaments should not be added that are not authentic or that detract from the building’s character.



Maintain predominant brick wall material.



Maintain a continuous canopy line.



Example of a painted storefront that does not reflect a complementary or compatible design character

- S. Colors should be appropriate to the historic style of the architecture.
- T. Identify and retain wall materials, which are part of the original structure. Repairs and replacement should match as close as possible to the unit size, joint size, bonding pattern, and color.
- U. Incongruous layers of materials, which cover up the original condition, should be removed and replaced with more compatible materials or those representative of the original design.
- V. Brick wall surfaces, which have been painted or covered, should be returned to their original color and character.
- W. Stucco repairs should be accomplished by removing damaged material and patching the new material that matches the old texture and strength.



Mansard roof should be replaced



Layer of materials covers original architectural details

5.2 Facade Improvement Examples

The examples on the following pages represent minor and major facade improvements.

Facade Improvements Example - MINOR



BEFORE



AFTER

Mansard roof
replaced with awning

New signage

Accent lighting

Brighter paint with
coastal influence

Colored Trim

New and inviting
storefront doors with
transom windows

Removed overgrown
landscaping to open
views

Facade Improvements Example - MODERATE

BEFORE



Update signage with consistent placement

Reveal and rebuild historic transom windows

Remove non-authentic tower element

Keep corner signage

AFTER



New awnings at consistent height

Brick over existing stucco to define rhythm of historic structure

Brick bulkhead

Facade Improvements Example - MAJOR

BEFORE



Updated
signage

Smaller windows
on upper level for
varied scale

Gable roof
forms

AFTER



Removed existing
mansard roof and
add second story

Added stone bulkheads

Decorative trellis
and vines at street
level